

**CITY OF MIAMI BEACH**  
**Office of the City Manager**  
**Letter to Commission No. 202-2004**



**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** July 26, 2004

**From:** Jorge M. Gonzalez  
City Manager

**Subject:** **CAMP MIAMI BEACH**

The City of Miami Beach has developed and introduced Camp Miami Beach for the 2004 Summer Season. Camp Miami Beach is an experience for the entire family, which features a multitude of programs including enriching arts and cultural activities, health and wellness offerings, sports and recreational pursuits, exciting local attractions, and unparalleled line-ups with HBO.

- **Health & Wellness:** A heart-healthy vacation for the family highlights the famous South Beach Diet created by cardiologist Dr. Arthur Agatston, which focuses on eating the right carbs and fats to maintain a healthy weight. Activities include exercising on the beach, relaxation through yoga and other fun-fitness activities.
- **Attractions, Arts and Culture:** Taking advantage of the exciting and enriching attractions that Miami Beach offers, visitors will be able to visit local attractions that meet their desires.
- **Sports & Recreation:** Camp Miami Beach offers a number of programs for sports enthusiasts or those who enjoy fun recreational activities on the beach. These offerings are provided in partnership with the Parks and Recreation Department.
  - Sports Camps — soccer, flag football, volleyball, baseball, basketball, tennis and golf. Each camp runs for one week all summer.
  - High Adventure Fishing Camp — runs all summer
  - Rowing Camp — runs all summer
  - Cheerleading Camp — available August 9-13
  - Ice Hockey and Ice Skating Camp — available at the Rakow Ice Rink
  - Jr. Lifeguard Camp — two-week session, August 2-13

The Greater Miami Convention and Visitors Bureau and Miami Beach Visitor and Convention Authority have partnered with the City to promote and market this program locally and in the northeast area of the United States.

HBO is a sponsor in the first-annual Camp Miami Beach, and will host four free events during August. Attached is an overview of the proposed HBO events. If you wish to attend any of these events, please contact Michael Aller at 305-673-7400 to make arrangements.

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c: Christina M. Cuervo, Assistant City Manager  
Max A. Sklar, Acting Tourism and Cultural Development Director  
Michael Aller, Tourism and Conventions Director/Chief of Protocol

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For Immediate Release

Contact: Carmen Argamasilla  
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**HBO ENTERTAINS CAMP MIAMI BEACH VISITORS WITH TOP SPORTS FIGURES,  
AWARD-WINNING FILMMAKERS AND CELEBRITY READERS**

**-- HBO Sponsors Four Interactive Programming-Based Events August 4<sup>th</sup> – 14<sup>th</sup>  
For Kids, Sports Fans and Aspiring Filmmakers --**

**MIAMI BEACH** (July 12, 2004) – HBO is bringing a cool behind-the-scenes look into entertainment to the hot shores of Miami Beach this summer. The premium cable network has partnered with the popular vacation destination to sponsor the city's first Camp Miami Beach, a series of fun arts and cultural programs, sports and recreation and health and wellness activities aimed at highlighting the beach and the area's attractions to visiting families and residents.

Within Camp Miami Beach, HBO has created four events, offering families the opportunity to meet and learn from the people behind the scenes and on the screen of its critically acclaimed family, sports and film programs. The free events include an HBO Sports Boxing Clinic with reigning Light Heavyweight Champion of the World, Antonio "Magic Man" Tarver, and HBO boxing judge and commentator, Harold Lederman; a "Good Sports" seminar with former NFL greats Dan Marino and Cris Carter, co-hosts of HBO's Emmy®-winning "Inside the NFL," which returns for its 28<sup>th</sup> season on September 15; a "Meet the Filmmakers" forum, featuring HBO producers of award-winning documentaries, sports and film programming; and an HBO Storybook Festival, featuring surprise celebrity storybook readers and screenings of HBO Family book-based programming.

"HBO is truly excited about its partnership in the first Camp Miami Beach, and about offering interactive children's summer activities based on our family, sports and film programming," said Pat Conner, HBO Director of Corporate Affairs for the Southern Region. "We are already looking to summer 2005 and hope to participate in other community outreach programs with one of the world's best family vacation destinations," Conner added.

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"Camp Miami Beach is an outstanding choice among summer camps in South Florida, with its program of arts, cultural activities, sports and recreation," said Michael Aller, Miami Beach Tourism and Convention Director. "HBO has been a consistent partner in the community life of South Florida, and we salute their commitment to the children and families participating in Camp Miami Beach," he said.

For more information on HBO's events and Camp Miami Beach, please visit [www.CampMiamiBeach.com](http://www.CampMiamiBeach.com) or contact Michael Aller, Miami Beach Tourism and Convention Director, at 305-673-7400.

### **HBO Events:**

#### **HBO Boxing Clinic (Free, open to the public)**

**Thursday, August 5, 3:00-5:00 p.m.**

**Miami Beach Convention Center, Hall D, Meeting Rooms 128-131**

**1901 Convention Center Drive, Miami Beach**

Reigning Light Heavyweight Champion of the World, Antonio "Magic Man" Tarver, and HBO boxing judge and commentator, Harold Lederman, will host a boxing clinic where they will demonstrate the finer points of boxing style, discuss the advantages of youth sports participation, stress the importance of commitment to training and physical fitness, and discourage the use of boxing as a tool for resolving conflicts. Tarver will instruct young boxers on some basic boxing moves and Lederman will provide commentary. Miami Beach Mayor Alan Dermer, an avid boxing enthusiast and host of the annual boxing match-up between the Miami Beach police and fire departments, is scheduled to participate. Popular sports talk radio host Ed Kaplan will emcee the event.

#### **"Good Sports" Seminar (Free, open to the public)**

**Friday, August 6, 10:00-11:30 a.m.**

**Byron Carlyle Theater, 500 71st Street, Miami Beach**

Hometown sports hero Dan Marino, formerly of the Miami Dolphins, and Cris Carter, formerly with the Dolphins and Minnesota Vikings, will host this seminar on sportsmanship for children and parents. Marino and Carter are co-hosts of the HBO Sports series INSIDE THE INFL, the longest running sports series on television and recipient of 12 Sports Emmy Awards, which begins its 28<sup>th</sup> season on September 15th. Marino and Carter will stress the benefits of teamwork and camaraderie in sports and discuss how a good sports attitude helps to get through tough losses and achieve the true enjoyment of sports. Children and parents will be encouraged to share their personal stories of good and bad sportsmanship. Popular sports talk radio host Ed Kaplan will emcee the event.

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**"Meet the Filmmakers" Forum (Free)**

**Thursday, August 12, 1:00-4:30 p.m.**

**Byron Carlyle Theater, 500 71st Street, Miami Beach**

Jackie Glover, HBO documentary producer and 2004 Oscar® winner for best documentary short ("Chernobyl Heart"), is joined by HBO Sports producer, Joe Lavine (NINE MILES FROM GROUND ZERO) and HBO Films producer, Robin Forman ("Iron Jawed Angels"), who will share their insights into the filmmaking process and discuss the key components of production and film genres with aspiring filmmakers of all ages. Specific techniques will be illustrated with film clips, followed by an opportunity for Q&A from participants. Lavine's one-hour film NINE MILES FROM GROUND ZERO, about the 2001 World Series between the NY Yankees and the Arizona Diamondbacks with Sept. 11<sup>th</sup> as the backdrop, will be screened in its entirety for the audience.

**HBO Family Storybook Festival (Free)**

**Saturday, August 14, 10:00-11:30 a.m.**

**Byron Carlyle Theater, 500 71st Street, Miami Beach**

This fun-filled interactive event will feature activities for children K-4 and their parents. Surprise celebrity readers will kick off the event by reading storybooks, and will be followed by screenings of popular book-based HBO Family programming. Kids will also have the opportunity to be filmed while describing their favorite storybook and why they like it so much, with selected spots to be broadcast later on Channel 20, Comcast's public access channel for the City of Miami Beach.

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## Presents... The Camp Miami Beach Series

Featuring top sports figures, award-winning filmmakers and celebrity readers

### HBO Boxing Clinic

Hosted by Antonio Tarver, Light Heavyweight Champion, and Herold Lederman, HBO Boxing Commentator  
Thursday, August 5, 3-5 p.m.  
Miami Beach Convention Center, Hall D 128-131  
(Free to the Public)

### Good Sports Seminar

Hosted by Dan Marino and Cris Carter  
Friday, August 6, 10-11:30 a.m.  
Byron Carlyle Theatre  
(Free to the Public)

### Meet the Filmmakers

Featuring producers of Oscar®, Emmy®, and Peabody® Award-winning films  
Thursday, August 12, 1-4 p.m.  
Byron Carlyle Theatre  
(Free to Camp Miami Beach Participants)

### HBO Family Storybook Festival

Featuring surprise storybook readers, storytelling, screenings of HBO Family book-based shows, dancing and music  
Saturday, August 14, 10 a.m. - noon  
Byron Carlyle Theatre  
(Free to Camp Miami Beach Participants)

For more information on HBO's events and Camp Miami Beach, please visit

[www.CampMiamiBeach.com](http://www.CampMiamiBeach.com)

or contact Michael Aller, "Mr. Camp Miami Beach," at 305/673-7400.



GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU